

LEO BURNETT COMPANY, Inc.

Ad No. 157-Reg. No. 79908-1 page-B&W-7 x 10 inches-Trade Magazines, 1971 (B)  
Printed in U.S.A.

# Introducing new Smile gum.

The first sugarless gum that doesn't  
taste like it won't cause cavities.

We used to call ourselves  
Di-et. But that name  
didn't really tell people  
what we are all about.

Introducing new  
Smile Sugarless Gum.



Smile says it all. Like  
how we taste good. Like  
how kids preferred Smile  
to other sugarless gums  
in a recent test. Like how  
we still won't cause  
cavities.

To introduce new  
Smile Gum to your cus-  
tomers, here's what we're  
doing: we've scheduled  
full-page four-color ads in

*Parents' and Redbook*,  
that reach our target  
audience: young mothers  
with kids.

Additionally, we are  
in the special Carolyn  
Davis section of *Reader's  
Digest*. All these will  
appear nationally during  
June and July.

To provide local  
support and heighten the  
impact of our introduc-  
tion, we're running a  
series of small-space ads  
in selected major markets  
across the country.

New Smile Gum is  
available in four bright  
flavors: Spearmint,  
Peppermint, Fruit,  
and Cinnamon.  
Stock up and  
Smile!



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